MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK 2034 – MARKETING STRATEGY

(All sections / Groups)

29 FEBRUARY 2016
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages excluding this cover page.
2. Answer **FIVE (5)** questions only.
3. Write all answers in the answer booklet provided.
4. Marks allocations are shown at the end of each question.

INSTRUCTION : ANSWER FIVE (5) QUESTIONS ONLY.

QUESTION 1

A brand contains a feature that distinguishes one product from the other. Describe **FIVE** ways branding can bring value to sellers.

20 marks

QUESTION 2

Product modification is one way a company can penetrate into new markets and enhance its positioning. Explain, with relevant examples, **THREE** types of product modification categories.

20 marks

QUESTION 3

a) Explain the concept of possession utility and form utility in marketing channels.

10 marks

b) Briefly describe what is meant by retail positioning.

10 marks

Continued...

QUESTION 4

a) Explain **FIVE** trial techniques methods that marketers can use to encourage product trial in order to move customers to product adoption.

10 marks

b) Advertising can be evaluated before, after and during a campaign. Postest is the process of evaluating advertising effectiveness after a campaign. What are the **THREE** methods of posttest?

10 marks

QUESTION 5

Personal selling aims to inform customers and persuade them to buy products in an exchange situation that is favourable to both parties. Explain THREE types of salespeople in an organization.

20 marks

QUESTION 6

Explain the concept of transfer pricing and discuss the FOUR methods to determine price when using this method.

20 marks

QUESTION 7

Describe in detail FIVE factors that you would have to consider when deciding on the price of a second-hand table you wish to sell on your Facebook page.

20 marks

End of Page